



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**SCHOOL OF INFORMATICS AND INNOVATIVE SYSTMS**

**UNIVERSITY EXAMINATIONS: 2013/2014**

**COURSE CODE: SCS 322**

**COURSE TITLE: E-COMMERCE**

**KISUMU LEARNING CENTER**

**DATE: DECEMBER 2013**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- 1. This paper Contain five questions**
- 2. Question one is compulsory and any other two questions**
- 3. Answer the questions on the booklet provided**
- 4. Mobile phones are not allowed in the exams room**

### Question One 30 Marks

- a) Define e-commerce {2 marks}
- b) Outline the main options for trading between businesses and consumers. {4 marks}
- c) What are two advantages of e-commerce over traditional commerce {4 marks}
- d) Outline the stages in a strategic e-marketing planning processes, for each stage noting two aspects that are of particular importance for e-marketing. {4 marks}
- e) What are the three payment models of e-commerce {3 marks}
- f) What mechanism can help provide security for online transactions? {3 marks}
- g) Summarize new opportunities to vary the marketing mix that arise through deploying the Internet. {4 marks}
- h) Summarize the main types of change that need to be managed during introduction of e-business. {6 marks}

### Question Two 20marks

- a) List the different business models identified by Timmers (1999). {5 marks}
- b) Why do marketers rely on demographic statistics? {4 marks}
- c) Describe some alternative revenue models for a web site from a magazine publisher. {4 marks}
- d) Why are tracking services useful in e-commerce? {2 marks}
- e) Describe the two main functions of an Internet Service Provider (ISP). How do they differ from Applications Service Providers? {2 marks}
- f) Describe the standards involved when a web page is served from a web server to a user's web browser {3 marks}

### Question Three 20marks

- a) What are the three main steps required to prepare for online transactions? {5 marks}
- b) Give an example how each of the macro-environment factors may directly drive the content and services provided by a web site {4 marks}
- c) In e-commerce, what is a "wallet?" {2 marks}
- d) In what way could a hacker intercept credit card information used in an online transaction? {5 marks}
- e) What are the general legal constraints that a company acts under in any country?

{4 marks}

**Question Four 20marks**

- a) What five essential purposes does security serve in electronic commerce? {5 marks}
- b) What is the basic principle behind access control? {2 marks}
- c) On what three factors is encryption strength based? {3 marks}
- d) What is the basic purpose of a certificate? {3 marks}
- e) What security techniques does SET use? {3 marks}
- f) What are some shortcomings of the certificate system? {4 marks}

**Question Five 20marks**

- a) What factors in e-commerce have influenced inventory control methods? {3 marks}
- b) What role does order tracking play in customer service? {3 marks}
- c) Outline the reasons why a business may wish to adopt e-commerce. {6 marks}
- d) Summarize the impact of the introduction of e-business on different aspects of an organization. {5 marks}
- e) Explain the concept of disintermediation and reintermediation with reference to a particular industry; what are the implications for a company operating in this industry? {3 marks}